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Kickstart My Chart Analysis

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Given the provided data on Kickstarter campaigns, there are some conclusions that can be reached after creating pivot tables, using measures of central tendency and using measures of variability. It looks like the most successful Kickstarter in the data had the elements of the highest number of backers, the most money pledged and was in the technology category. The most successful Kickstarter however did not have the highest average donation per backer. The Kickstarter with the highest average donation per backer with a smaller number of backers showed to be a failure. This shows that each backer does not necessarily have to pledge a large amount of money for a Kickstarter to be successful. The most successful Kickstarter also had the spotlight on the platform which helped exposed the Kickstarter to the backers. Kickstarters have been the most successful in the months of February and May which show that Kickstarters tend to be more successful during the months when people are more available and relaxed such as summer and winter. Theater had the highest number of Kickstarters all together but also had the most successful and failed kick starters.

Even though theater had the overall highest number of Kickstarters, it does look like there is a limitation to the data because it shows that some of the descriptions of the kick starters did not necessarily match the category and sub category picked. Not all the kick starters were using the same currency as well which shows that the amount of money pledged for each Kickstarter could be incorrectly calculated along with the average donation per backer. The Kickstarters that were picked for spotlight and were staff picked could have also been biased in showing what kind of Kickstarters backers could choose to donate to.

Other tables and graphs could have been created to help analyze the data given on Kickstarter campaigns. A line graph could have been created to show the comparison between the amount of money pledged with categories and sub-categories which would show what category and sub-category had the most amount of money pledged. A scatter plot could have been created to show the comparison between the average donation and the category which would show which category what the highest average donation. Another table and bar graph could have been created to compare the amount of money pledged with the amount of time the Kickstarter was raising money to show which Kickstarter had the most of money pledged in the shortest amount of time.

The median best summarizes the data between successful and failed Kickstarters because the measures of central tendency and the measures of variability show that there are possible outliers and skewed data. When there are more outliers and skewed data present, they have a smaller effect on the median compared to the mean. It looks like the successful Kickstarters have more variability compared to the failed Kickstarters because the successful Kickstarters have a larger variance and standard deviation than the failed Kickstarters which shows that the data is more spread out and not clustered or grouped together towards the mean. The successful Kickstarters have a larger width of distribution which shows that there are possible outliers and skewed data because of how far they are from the mean. More variability does not necessarily mean that the data is better because there are too many outliers to account for.